

Anatolii Maksimov

Valencia, Spain (remote)

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Product and business analyst with 8 years partnering with product and business teams across marketplaces, SaaS, and consumer products (Yandex.Market, Variant.net, Smartcat) to connect product metrics to business outcomes. I build analytics infrastructure and KPI frameworks from scratch, surface retention and growth opportunities through cohort and funnel analysis, and size opportunities into business cases before teams commit, from projecting LTV against chargebacks to stop a net-negative pricing change, to a ~\$10M annual cost reduction from unit-economics analysis. I use Claude Code daily to accelerate analysis and build the tooling around it. Advanced SQL and Python.

Core Competencies

- **Product & Business Analytics Partnership:** connecting product metric movements to business and revenue outcomes; defining KPIs and sizing opportunities into business cases before teams commit.
- **Experimentation & A/B Testing:** end to end (hypothesis, sample sizing, in-flight monitoring, significance interpretation); have taught experimentation practice to a product team from scratch.
- **SQL & Python:** window functions, CTEs, query cost/performance optimization (BigQuery, ClickHouse, PostgreSQL); Python (pandas, scikit-learn) for exploratory and applied analysis.
- **Instrumentation & Data Governance:** partnering with engineering on event/tracking requirements, and building anomaly-alerting and tracking-breakage monitors so downstream decisions stay trustworthy.
- **BI & Self-Serve Analytics:** Amplitude, Mixpanel, Tableau, Metabase, Looker, Apache Superset, GrowthBook, DataLens; building governed dashboards that grow team autonomy and cut ad-hoc requests.
- **AI-Augmented Analytics:** use Claude Code daily for exploration, tooling, and analysis; have built ASR/LLM data pipelines end to end.

Professional Experience

- **NCSpeech** **Remote**
Founding Engineer *Feb 2026 - Present*
 - Solo-built a speech-analytics platform end to end with Claude Code, now processing 20,000+ calls/day (audio to ASR to LLM insight, persisted to PostgreSQL; TypeScript, FastAPI).
 - Built the analytics layer: governed dashboards on the call data (Apache Superset) and an AI assistant answering ad-hoc questions via SQL templates.
- **Variant.net** **Remote**
Lead Product Analyst *May 2024 - Dec 2025*
 - Built product analytics infrastructure from scratch (dashboards, A/B testing setup, user/file behavior explorers) and established the tracked success metric for two of the suite's core products (resume.co, pdf.net) as the backbone of experiment evaluation.
 - Ran experimentation end to end (hypothesis, sample sizing, in-flight monitoring, significance interpretation), typically ~3 concurrent experiments per product.
 - Identified, via Amplitude and BigQuery, a pdf.net user cohort with ~1.5x higher retention than average at similar payment conversion, surfacing a retention and growth opportunity despite existing UX limitations.
 - Sized a price-doubling opportunity by projecting LTV against a sharp rise in chargebacks and recommended against it, preventing a net-negative pricing move before the team committed.
 - Partnered with engineering on event and tracking requirements and instrumentation documentation, increasing PM autonomy and cutting ad-hoc analytics requests.
 - Built automated anomaly-alerting (Slack, ± 2 SE) and tracking-breakage monitors so governed dashboards and self-serve analytics stayed trustworthy.

- **Yandex.Market** **Remote**
Product Analyst *Dec 2022 - Apr 2024*
 - Reduced ~\$10M in annual operational costs through deep unit-economics analysis and logistics-chain optimization, on a two-sided marketplace with ~50M MAU.
 - Tripled daily videos viewed per user by surfacing a growth opportunity through a ClickHouse investigation on own ETL pipelines, using a DataLens dashboard as a discovery tool rather than just reporting.
 - Increased ordered items ~1% by launching bloggers' short video reviews of goods.
- **Smartcat** **Remote**
Product Analyst / Jr. Product Manager *Apr 2022 - Dec 2022*
 - Clarified feature performance by mapping one large customer journey map (Grafana) plus multiple microfunnels, coordinating with data and software engineers.
 - Boosted conversion to file download/activation ~5% after detecting 5+ broken user paths via data exploration (PostgreSQL) and session review.
- **Mango Techsurance** **Moscow**
Product Analyst *Apr 2021 - Apr 2022*
 - Introduced a quantitative-research culture, teaching the product team to run A/B tests (written instructions and seminars) and running the first tests personally (Google Optimize, Google Tag Manager).
- **Yandex** **St. Petersburg**
Product Analyst *Jan 2020 - Sep 2020*
 - Designed and analyzed A/B tests, ran anomaly and ad-hoc research, and built data visualizations in DataLens.
- **SEMrush** **St. Petersburg**
Data Analyst *Jan 2019 - Dec 2019*
 - Ran channel, campaign, and attribution analysis to support acquisition reporting; built Tableau dashboards and optimized ETL by mapping the query dependency graph.
- **Freewallet** **St. Petersburg**
Junior Data Analyst *Mar 2018 - Dec 2018*
 - Automated marketing reports in Python, built Slack/Telegram reporting bots (Flask), and built product dashboards in Looker.

Education

- **St. Petersburg State University** **Russia**
MSc in Computer Science *2016 - 2018*
- **St. Petersburg State University** **Russia**
BSc in Computer Science *2012 - 2016*

Languages

- Russian (native), English (professional working proficiency).

References

- Available upon request.